

PRINTING

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THE STRATHMORE AND BOW VALLEY

An Independent Newspaper, circulating throughout the Western Bow Valley. It is the news and advertising medium of the following points in the Bow Valley: Ardenode, Baintree, Carseland, Chancellor, Cheadle, Dalemead, Dalroy, Irricana, Keoms, Langdon, Namaka, Nightingale, Standard, Strathmore, Rockyford, Rosebud, Tudor, etc. Official organ of M. D. Keoma, No. 248.

Is Your Standard Paid Up?

Month and year of expiration is shown with your address. Thus, May 22, indicates that your subscription expires May 1922. Pay in advance. Post regulations require this.

VOL. XV, No. 14

Strathmore, Alberta, January 2, 1924

Subscription per Annum, \$2.00, Foreign \$2.50

Cheade Notes

Mrs. John McLean has been called north to her father, who is dangerously ill.

Leslie and Mrs. Miller, of Calgary, spent their Christmas at the home of Leslie's parents.

Mr. Richard Kaya is home again after spending his holidays at sister's at Twining, Alta.

Mr. and Mrs. Lindsay spent their Christmas holidays at their daughter's, Mrs. Herberts, at Queensown.

Mr. and Mrs. Fred Mackenzie are home again after a visit for Christmas at their daughter's, Mrs. Robbins, of Okotoks.

There was a large volume of grain flowing into the elevators here, but has been stopped by the cold weather.

Clare Keer is home from college for the holidays.

Chester and Mrs. Barber spent Christmas in Calgary.

The Cheade Sunday and Public schools held their Christmas tree and entertainment on Thursday, December 26th, which was a huge success, and was attended by a big crowd. The Ladies' Club donated a present to every child in the district. All the children showed marked ability as entertainers.

Orrin Edwards and son, Cecil, unloaded two big bull moose that they shot northwest of Edmonton while on a hunting trip.

Mrs. W. J. Miller left on the 22nd for a visit with relatives in Manitoba.

Mr. and Mrs. Newmyer have moved into town from Anton Pierson's for the winter.

Charlie Cowell has rented his farm for a year to Mrs. A. Pierson's brother who comes from North Dakota. We have not heard what Charlie is going to do, but believe he is going to California to see if it will improve Mrs. Cowell's health.

The elevators are working day and night to get shipped out. There are lots of empty cars coming now, and the good weather helped the farmers get their grain hauled.

WAR MEMORIAL HALL

Strathmore, Alta.

accommodation for 500. Every Convenience for Meetings, Concerts, Dances, Etc.

For rates and bookings apply J. Swanson, manager; J. Mackenzie, secretary.

MEMORIAL HALL STRATHMORE

"The 14th LOVER"

Starring

VIOLA DANA

has more laughs and thrills to the minute than the heroine has suitors.

MEMORIAL HALL

Saturday, Jan. 5th.

C.P.R. Contract

Is Explained

A meeting at Nightingale hall was held on Saturday night, December 29, presided over by Mr. E. M. Stoodley, president U.F.A. Local.

The meeting was called to hear Mr. Irvine, M.P., but he could not come, and Mr. Shaw, M.P. was also expected but also failed.

It had been arranged that after the political speech that Col. E. S. Doughty of the C.P.R. Dept. Natural Resources Land Branch would be invited to explain some things about the new Americanization contract of the C.P.R.

Col. Doughty was on hand, although the weather was cold, and only a small number of farmers turned out. With Col. Doughty was Mr. Ole Kirkwood, of the Sales Branch Mr. R. S. Stockton, and Mr. Fossenden of the local staff C.P.R.

Col. Doughty showed first that the Americanization form of land contract with a long time to pay had been adopted in the United States, Australia, and elsewhere. In the U.S. the Federal Land Bank system with its Americanization contract had been secured after a long struggle by the farmers for a long term contract with moderate interest rates, under which land could be bought and improved.

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After his general remarks Col. Doughty referred to a chart showing an actual contract agreed out into 24 payments and explained how it could be paid out at any time, or shortened up by an extra payment on principal, thus wiping out entirely the corresponding debt of interest payments.

At the conclusion of his explanation an opportunity was afforded for questions. Mr. Stoodley said he thought the contract was perfectly all right, but he thought the value of his land was too high for the production that he had been able to make during the past seven years.

Col. Doughty said that if a mistake had been made in pricing any particular piece of land that they would gladly re-examine it and adjust the price if the facts justified such action, but that in general the company felt that the land had been sold at a perfectly fair price and no reduction would be made. A number of questions were asked as to how a farmer could make enough under present conditions to pay out on any contract.

A vote of thanks was given Col. Doughty at the close of the meeting.

New Year's Eve Dance

The New Year was seen in by large numbers of revellers at the dance held in the Memorial Hall under the auspices of Strathmore G.W.V.A.

The hall was prettily and appropriately decorated, and the dancers used large quantities of confetti during the course of the evening. The crowd was much larger than had been expected as below zero weather prevailed. The music, supplied by Hirth's orchestra, was as usual, very good.

An excellent supper was served by the Ladies' Auxiliary of the G.W.V.A. As twelve o'clock struck the crowd joined hands in the singing of Auld Lang Syne.



COMING EVENTS

The Brothers of Strathmore Lodge, No. 52, A.F. & A.M. are reminded of the Regular Meeting on Monday next at 8 p.m. precisely. Visiting brethren cordially welcomed.

An Ice Carnival will be held on Strathmore Park on January 15th. Details later.

TAKE NOTICE

That the annual ratepayers' meeting of the Serviceberry School District will be held in the School House at 1 p.m. on Saturday, January 5th, 1924.

O. R. BOOTH, Sec.-Treas.

Namaka Notes

On Monday, December 24th, at Strathmore, Mr. J. E. Stevens, of St. Pierre, Manitoba, was united in matrimony to Miss Inez Lantz, eldest daughter of Mr. J. P. Lantz, of Namaka. The service was conducted by Rev. Rowe. Mr. Jean Giroux acted as best man and Miss Inez Lantz as maid of honor. The couple returned home after the ceremony, but left in the west-bound train later in the day, in which all indulged.

Mrs. Harris gave a party last week. The special occasion being Tommy's birthday, which was attended by all his school mates. Each of the children present gave a reading and each were the recipients of a present from Mrs. Harris. The hostess, assisted by Mrs. Aitken, prepared a sit-down supper, after which games were played, in which all indulged.

Jim Savage, an employee at the Namaka Farm, was taken to Calgary on Friday last by Dr. Givrin, for an appendicitis operation.

Mr. James Lantz is home for Xmas last week.

WEDDING

A quiet wedding took place last Thursday afternoon when Miss Annie Joy James and Mr. Norman Edward Scheer were united in marriage by the Rev. J. H. Garden, in Central Methodist Church, Calgary. Only the immediate relatives being present. After the ceremony a very delightful wedding breakfast was enjoyed in the parlour of the Tea Kettle Inn. Mr. and Mrs. Norman Scheer will be at home to friends in their new home at Crowfoot after January 10th, 1924.

We did not see anyone get off the train with him.

The Xmas tree concert was held in the I.O.O.F. hall on Wednesday, Dec. 19th. Rev. Rowe, of Strathmore, was chairman. The children attending school here provided the whole programme, for which they deserve great credit; everything passing without hitch; everything passing without hitch; everything passing without hitch. The programme consisted of several Xmas sketches and dialogues, and each of the primary class giving a reading by themselves. The evening was much enjoyed by all present, and great credit reflects on our school teacher for the able way she had trained her pupils.

Miss Marcia Brown has returned home after spending the summer at the coast.

Mr. and Mrs. W. H. Baker accompanied by Earle and Merle left on Friday last for a trip to the coast.

Miss Walsh is spending Xmas with friends at Rockyford.

Mr. C. Edwards and Miss Eunice White were guests at the wedding of Mr. Edward's sister held at Daanforth last week.

SUCCESSFUL XMAS CONCERT AT ORANGE VALLEY

The Christmas concert held at Orange Valley School on Friday, December 21st, was a great success. The school was tastefully decorated with branches of evergreen and garlands, and the tree was a delightful surprise to the children. The programme was very humorous, and was thoroughly enjoyed by the audience, the number in which the pupils acted their parts being a credit to themselves and to their teacher. After the concert Santa Claus distributed the toys, and this was followed by a lunch and dance. Mr. Van Rindon kindly acted as chairman for the evening.

We did not see anyone get off the train with him.

Strathmore Masons Install Officers

The annual installation meeting of Strathmore Masonic Lodge was held on Thursday evening, December 27th. The installation ceremony was exactly performed by R. W. Bro. A. J. Davis, District Deputy Grand Master. In addition to the members, a number of visitors were present.

Following the ceremony of installation a pleasant evening was spent in harmony, and speeches were given by the newly-elected officers and visitors.

The list of officers for 1924 is as follows:

W. M.—W. Bro. H. Wood.
L.P.M.—Wor. Bro. H. W. B. Bell.
S.W.—Bro. L. R. O. Lohmolt.
J.W.—Bro. C. S. Lait.
Secretary.—Bro. A. U. Cook.
Treasurer.—W. Bro. E. Wright.
Institutor.—Bro. E. M. Stoodley.
S.D.—Bro. H. Hansen.
J.D.—Bro. Jas. Gunn.
Chaplain.—Bro. W. J. Miller.
D. of G.—W. Bro. H. W. B. Bell.
S.S.—Bro. A. Gray.
J.S.—Bro. P. Harrison.
L.S.—Bro. R. H. Anderson.
Tyler.—W. Bro. J. Mackenzie.
Dr. Givrin, 41.

The New Liquor Legislation

A statement covering the general lines of the new liquor bill to be submitted by the government, was issued Friday afternoon by Premier Greenfield. The statement is as follows:

The liquor bill which the government will, as a result of the plebiscite of November 5th, submit for the consideration of the legislature, will, in its general principles follow the recommendation of the moderation league but with some modification. It will provide for:

1. The establishment of a board to be known as the Alberta Liquor Control Board, with a maximum of three members, one to be the chairman who will be vested with very wide powers in the administration of the act.
2. The sale of wine and spirits in sealed packages on permits at such places as the board may designate in quantities limited by regulation of the board, all wines and spirits to be sold only by the board through properly appointed vendors for consumption in private residences only.
3. Permits to be issued by board and all holders, including beer, to be sold only to the holders of permits. Full powers of cancellation to be granted to the board without appeal.
4. Beer to be sold in sealed packages for consumption in residences to holders of permits; detail of such sale and delivery to residents to be regulated by order of board.
5. The sale of beer by bottle or glass for consumption on the premises limited to premises specially licensed for that purpose, such premises consisting of a room conforming to strict regulations of the Board. No such license to be granted to restaurants nor to dining rooms of hotels. Wide power will be given the Board in granting and cancelling such licenses.
6. Local option: The location of vendors stores and the granting of licenses to premises for the sale of beer for consumption on the premises as per clause 5, to be subject to certain local option provisions.

7. Clubs, Donorship clubs as defined by the Act will be permitted to sell beer to members, subject to regulation by the Board.

Commenting on the meeting of the Government members which concluded Thursday afternoon, the Premier said the meeting was not called solely for the purpose of discussing the new liquor legislation.

In discussing the legislation, no draft Act was submitted to the members by an effort was made to ascertain through those present the opinion in rural districts on the most important questions involved, principally the extent to which beer should be sold for consumption in licensed premises.

LOCAL BOY TO ATTEND PARLIAMENT

The Calgary N.E. constituency, in the Boys' Parliament, which meets in the Legislative Buildings, Edmonton, between Christmas and New Year, will be represented by Jack Anglin, of the local boys' organization, which is led by Mr. Rowe. The local member left on the evening train on Tuesday, December 25th. Since there is no seasonal indemnity nor mileage allowance, the member's railway fare is practically provided by contributions gratefully given from the following: R. L. Whitney, 41; H. E. Thompson, 41; H. Miller, 41; P. R. Dehoun, 41; T. E. Wright, 41; H. W. B. Bell, 41; Richard Fox, 41; H. Van Buren, 41; John Mackenzie, 41; W. G. Wray, 41; A. D. Shrimpton, 41; A. B. Foster, 41; Dr. Givrin, 41.

CURLING OPENS

The devotees of the "roaring" game were present in great strength on Thursday and Friday evening, when the season opened with a game between this representing President and Vice-President. The Vice-President's side put it over the President's by 7 to 50 points.

Following are the results, the names of ships being shown:

President—Frost, 8; Van Tiessem, 10; Stewart, 11; Quinn, 15; Dobson, 11; Swanson, 10; Fox, 6; Way, 7. Total 58.

Vice-President—Van Buren, 4; Gilbert, 4; Nalanth, 7; Grey, 8; Miller, 11; Anderson, 9; Hamby, 12; Laft, 11. Total, 71.

A knockout draw is being held over the New Year. The long draw which will occupy the next two months, opens on January 2nd.

The ice is now in good shape, the spell of zero weather having enabled the curlers to build up good sheets.

ROCKYFORD WINS FROM STRATHMORE

On Friday evening, December 28, Rockyford played its initial game against Strathmore on the Strathmore rink, resulting in a victory, which stars Rockyford along the same path followed by their Bluebell Club.

On account of Rockyford arriving very late, the game tonight's were as large as expected, but the crowd present had the pleasure of witnessing a real fast game.

While the Strathmore boys outstayed Rockyford, they fell down on some play, which was Rockyford's own doing. All shots made were good and undisturbed.

McFarland, for Strathmore, seemed to be in great form; continually taking the puck to the Rockyford goal, but lacked the necessary support.

Gibson and several others made sensational plays throughout the game, and show that, with a little more training, they will be able to put up a first-class game against the best.

The game resulted in a 1-2 win for Rockyford.

Manager McFarland deserves credit for the great improvement shown by the team since their last game.

THE FAMILY HERALD'S OFFER

Many of our readers who have known and read the Family Herald and Weekly Star of Montreal for thirty years, and even fifty years still made up at the constantly increasing expense of that remarkable farm and journal.

At each year we issued another it seemed that as far as was humanly possible the point of perfection had been reached, but inevitably this automatically progressive paper would launch some new feature and make improvements here and there that would add immeasurably to its attractiveness and value.

And so, for the coming season, all who wish to subscribe to the old reliable Family Herald and Weekly Star may depend on receiving even greater value than in the past, with many pleasant surprises thrown in. One of the nice surprises this year is a most beautiful picture of a remarkably lovely woman, entitled "The Wonderful Heroine," which will be given free to each new subscriber and to each present subscriber who renews in time for another year. Truly this is a valuable up, passed down, and running.

The remarkable life of the beautiful and heroic woman who is the subject of the painting, has been published in our edition, and our readers may obtain a copy free by sending a post card to the Family Herald and Weekly Star, Montreal.

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HOCKEY SCHEDULE
Dec. 28—Strathmore vs. Camrose, at Camrose.
Jan. 1—Camrose vs. Calgary, at Calgary.
Jan. 1—Camrose vs. Strathmore, at Strathmore.
Jan. 2—Strathmore vs. Calgary, at Calgary.
Jan. 12—Calgary vs. Camrose, at Camrose.
Jan. 15—Camrose vs. Calgary, at Calgary.
Jan. 21—Strathmore vs. Calgary, at Calgary.
Jan. 22—Calgary vs. Camrose, at Camrose.
Jan. 26—Camrose vs. Strathmore, at Strathmore.
Feb. 2—Strathmore vs. Camrose, at Camrose.
Feb. 8—Calgary vs. Strathmore, at Strathmore.

Strathmore Locals

—

Mrs. Axel Larsen and little girl left for Calgary on Tuesday.

Mr. and Mrs. Ody spent the holidays in Calgary, returning home on Wednesday.

Mr. Ben Gering and Miss Carolyn Gering are visiting their parents at Paddock during the winter season.

Miss Jessie Roydale, who recently underwent an operation for appendicitis at the Mayo Institute, Rochester, Minn., is progressing favorably.

Mr. and Mrs. R. Gregory and family, Mr. and Mrs. Wm. Drydale and family, and Mr. and Mrs. Floyd Ormston were the guests of Mr. and Mrs. Elmer Wain on Christmas day.

Mr. H. A. M. Graham visited Calgary last week.

Mr. Jack Gammon spent Xmas day with his parents at Ardrie, returning to Standard on Wednesday.

Mr. J. P. Hansen and two children were visitors to Calgary last week.

Mr. L. H. Lervickson was a passenger on Calgary on Thursday's train.

Mr. and Mrs. J. Rasmussen wish to thank their many friends for their generous gifts at the dinner held recently at the home of Mrs. C. Anderson.

Mr. and Mrs. Frank Gibson and Mr. and Mrs. Glen Gibson spent Xmas day with Mr. and Mrs. G. H. Dobson.

Miss Edna Myhra has recovered amply from her operation to be home again.

A company of Maestri from Standard returned over to Rockyford on December 27th, to be present at the installation of officers, and the hanging of the colors.

The Annual Danish Christmas Eve and concert was held in the church on December 28th. The large audience present shows in some extent the interest taken in the Sunday school work.

After the programme of songs and recitations the ladies were won away by with bags of oranges, nuts, and candy.

Mr. E. Olson was a passenger to Swift on Friday's train.

Mrs. C. P. Dahl and little boy are spending the holidays with Mrs. Dahl's parents in Bellinham, Wash.

Miss Elm and Mr. Leo Larsen were last and tonight at a very jolly party on Thursday evening, December 27th.

After dinner games were played, one and all of the seventeen guests present agreed that a very enjoyable evening had been passed.

Mr. and Mrs. E. Hymas and three sons sail on January 1th on the "Albatross" to New York and U.S.A. ports.

Mr. Charles returned to Standard on Wednesday.

Mr. and Mrs. P. Pedersen and family arrived in Standard last week from Tompkins, Sask. Mr. Pedersen will take over the section here.

Winter is here once more. Thermometers registered 24 degrees below zero on Wednesday night.

Here and There

In appreciation of its wonderful display at the Toronto Exhibition this year, the Canadian Pacific Railway has been awarded a special medal.

The Prince of Wales' Ranch at High River, Alberta, contributed the highest priced bull at a recent fall sale in Calgary, Princeton Crusader, which fetched \$285.

Canadian wheat exports for the twelve months ending September 30th, 1923, amounted to 25,712,001 bushels, valued at \$20,148,815, while for the twelve months ending September, 1922, they were 19,657,148 bushels, valued at \$15,157,125, according to a report of the Dominion Bureau of Statistics.

Exports of bacon from Canada to Great Britain during the first five months of the current calendar year, for the period ending 1922, were 70,588,000 pounds of Canadian bacon shipped to the British market, while this year the corresponding figure rose to 75,944,000 pounds.

The value of the asbestos exports of Canada for the 12 months ending August, 1923, according to the Dominion Bureau of Statistics, exceeded the value of those of the previous year by nearly \$2,000,000. The exports for the last year amounted to \$2,028,000, valued at \$3,073,228, compared with 12,755 tons, valued at \$2,650,000 in 1922.

LEAGUE GAME AT STRATHMORE SATURDAY

—

The second league game in the league with Strathmore, Camrose and Calgary Canucks will be held at Strathmore on Saturday, when Camrose comes to Strathmore.

Everybody should turn out and root for the team. We have the making of a first-class team, and with support they will keep their end up in the positions, underlining they have engaged in to play in such fast company.

The game will start at 7:30 prompt.

HOCKEY

—

Strathmore opened their league schedule on Saturday evening last with a game at Camrose. The game started at 7:45 p.m. Both teams were showing up very good, and plays were very evenly matched. Camrose scored the first goal after four minutes play, Bill Gray scored for Strathmore, but Camrose negotiated two more goals before the end of the first period, the score then standing 3-1.

The second period was evenly contested, Strathmore and Camrose scoring one apiece, bringing the score to 4-2.

The third period was, however, disastrous to the boys from the prairie, Camrose breaking through the Strathmore line-up and registering eight goals, while their opponents did not register a single tally. The score closed 12-2.

The game was very cleanly contested, not a single penalty being registered.

The eight goals scored by Camrose in the last period were scored as follows: by Mackie and Reddick who last year played with Blairmore.

The game was not as one-sided as the final goal would indicate, and when the boys met their wind, and the subs have enough practice they will hold their own in the league and bring credit to the town.

The Camrose team has a good sporting town, and got the best of care and practice through the Y.M.C.A.

Camrose treated our boys to the best that could be had, and made every one feel at home. A moving picture show and dance was held in the evening after the game.



This
COAT
Will Wear
Seven
Winters

AN IRISH FRIEZE WINTER

Twill Lined
A Pure Wool
Frieze Cloth

OVERCOAT \$25.00

Made-to-Measure

Here is wholesale tailoring of a Semi-ready Overcoat—an iron-grey wool frieze—of the everlasting cross-bred wool—woven for long wear and for winter warmth.

These Special Order Coats are made to measure in the Canada Ulster Style—the best all-round coat for our rigorous winter—finished to our exact measures by men tailors in four days.

Tweed-linings cost \$3 more—and gives real authoritative warmth for motor driving. Even a Motorist can't wear this coat out in four years.

Delivered To-Measure in 12 Days.

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Men's Wear & Everything In Men's Wear

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Three times a day you sit down to meals. Good meats are therefore a necessity.

When you order your wants from me you are assured of wholesome butcher meat, fish, fowl, etc., at reasonable prices.

GEO. SNAITH
Phone 25 Strathmore

A Rare Bargain

By special arrangement with the Family Herald and Weekly Star of Montreal, we are able to offer that great family and farm paper at a very attractive price.

THE FAMILY HERALD AND WEEKLY STAR
COSTS \$2.00 per year
THE STRATHMORE STANDARD COSTS \$2.00 per year

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BOTH PAPERS FOR \$3.50

YOU SAVE 50c

In addition, each subscriber receives a Beautiful Picture Entitled

"THE WONDERFUL HEROINE"

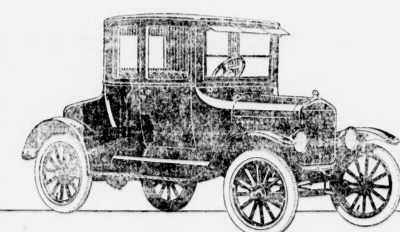
This beautiful work of art, in ten colours, is 18 x 24 inches in size, on a rich, heavy paper, ready for framing.

See the Picture on View in This Office

Orders for this Club must be sent to

The Strathmore & Bow Valley Standard

A small ad. in the Standard will broadcast your message over the whole of the Western Bow Valley, from the Bow River to the Rosebud. Someone may want to buy just what you have to sell, or have for sale just what you want to buy.



The New Ford Coupe

An entirely new body design of remarkable beauty as well as practical utility, is the distinguishing feature of the new Ford Coupe.

The body lines follow in one graceful sweep from the new high radiator to the "hurdle-back" curve of the rear deck, which has been enlarged to conveniently accommodate bulky grips and packages.

Upholstering is luxuriously deep both in the seat and back, the covering being of rich brown broadcloth with matching stripes. A recess shelf is provided behind the seat, for parcels.

Interior fittings include revolving window regulators, and door locks and handles finished in nickel. The large rear window is fitted with silk poplin shade in dull silvered meanings.

The windshield is surmounted by a broad sun-lens, which protects the eyes from glare.

As a home-made and practical all-weather car for town or country, the new Ford Coupe cannot be surpassed.

New Ford Prices

Coupe, \$505 Fordor Sedan, \$595
Touring Car, \$445 Runabout, \$405 Truck, \$495

Excludes Delivery and License (except \$15.00 extra)

All prices in U.S. Ford Canada, Canadian Taxes extra.

All Ford models may be obtained through the Ford Weekly Purchase Plan

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W. C. BROWN

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Mens Furnishings

MEN'S LEATHER VESTS
Heavy blanket lining, storm cuffs and collars. Can't be beat for Quality and Price. Reg \$12.50 for \$10.00

MACKINAW COATS
Heavy wool coats with deep collars.
Boys at \$35.95
Mens at \$36.95

WINTER OVERCOATS
Heavy blanket cloth, leather lined throughout. Regular price \$35.00, for \$25.00. All leather overcoats, reversible lined lining, Regular \$35.00 for \$25.00

Ballantyne SWEATERS
for Men and Boys
100% pure wool, all sizes, in the newest colours and styles.
Boys from \$1.95
Mens from \$4.25

PURE WOOL UNDERWEAR
Stanfield's, Penman's and Hewson's, in combination or separate garments. Prices up from \$1.50

HEAVY WINTER SOCKS
Wool mixture, per 35c
3 pairs for \$1.00



McDONALD'S
Cut Brier, fine or coarse cut, 1/2 lb. tin for 65c
McDonald's Brier, large plugs, 5 for 85c
Stag Chewing, 5 plugs for 65c

GROCERIES

B. C. Granulated Sugar,
10lb bags \$1.20
20lb bags \$2.35
Jap Oranges, box 75c
Mince Meat, 2lbs 35c
C. & B. Meat Pasties, assorted, per glass 25c
Corned Beef, 1lb tin for 25c
Orange Marmalade in 4lb glass sealers 85c
Grapeland Jam, very choice, 4lb tin 70c
Benson's Golden Syrup, 5lb tin 60c
Lily White Syrup, 5lb tin 60c
Chili Con Carne, per tin 20c
Pumpkin, solid pack, 2 1/2 lb tin 20c

A FEW PRICES from our TOBACCO SECTION

Amber Cut Plug, 1/2 lb. tin 50c
Scout Cut Plug, 1/2 lb. tin 70c
Ocean, fine or coarse, 1/2 lb. tin 65c
Royal Navy, 1/2 lb tin for 65c
Old Virginia, 1/2 lb. tin 55c
T. & B. Cut Plug, 1/2 lb. tin 85c
Orinoco, 1/2 lb. tin 85c
Repeater, 1/2 lb tin 85c
Old Chum, 1/2 lb. tin for 90c
Prince of Wales, 5 plugs for 85c
Bat Chewing, 5 plugs for 85c

Corn on the cob, 2 1/2 lb tin 30c
Carnation Milk, tals, per tin 15c
Nestle's Milk, tals, per tin 15c
Pure Cocoa, in bulk, 2lbs. for 35c
Lima Beans, good cookers, 2lbs 25c
Pot or Pearl Barley, 4lbs. for 25c
Dried Sweet Wrinkled Peas, 2lbs for 25c
Winter Onions, 6lbs. for 25c
Holland Herring, per keg \$1.40
Shoe Brushes, with dauber, each 20c
Stove Brushes, Keston brand, 20c
Lamp Burners, No. 1 15c
No. 2 10c

We have a complete stock of
Felts, Rubbers, Over-shoes, Moccasins, Etc., for Men, Women and Children.

Heavy Ribbed, Warm WORSTED HOSE
for Boys and Girls, sizes 6 to 8, pr. 50c
sizes 8 1/2 to 10, pr. 55c

Children's Warm BLOOMERS
in Grey and Natural, all sizes, pr. \$1.00
Children's Black Knit Drawers, long legs, pair 50c

Children's NIGHTGOWNS
White flannelette, 1 to 16 years, each, 75c and \$1.00

Ladies' NIGHTGOWNS
White flannelette, full sizes, each \$1.75

Ladies' WARM BLOOMERS
In grey and cream, all sizes, pair \$1.25

Ladies' WOOL HOSE
Wide ribbed, in all the leading colours and sizes, pair \$1.00, \$1.25 and \$1.50

Ladies' CLOTH GAITERS
Finely tailored, perfect fitting, in brown, sand, and grey, per pair \$2.50

Ladies' and Girls' GAUNTLET GLOVE
Heavy Wool, in all sizes, per pair \$1.95 and \$2.50

Local Holdings

OF LOCAL INTEREST
Readers are requested to send in items for this column not later than 12 o'clock Monday noon preceding day of publication. All local news items are welcomed by the Standard. Phone 17 or 18

Here's wishing everyone a happy and prosperous 1924.

1923 was not such a bad year. Nature did her best by us, reserving the real weather for the very end of the year. Most of our troubles are our own making, both as individuals and as nations.

Judging by the rug on the doctors and druggists, there were a lot of sick people in Strathmore district during the holiday season, but we are glad to report that the remedy prescribed has led to the recovery of the invalids. We do not expect that there will be so much sickness next Xmas, as the government are going to prescribe themselves for the popular disease shown as internal dryness.

Berta Vale school received the diploma for the best exhibit at Strathmore School Fair, September 19, 1923.

Mr. and Mrs. H. Anderson, were Christmas visitors at the home of Mr. and Mrs. Fred Benz.

Mr. Harry Satchwell has bought a new Dodge car from Mr. H. W. H. Bell.

Radio is becoming a popular winter recreation, a number of sets having been installed by the local wireless house dealer, Mr. Harold W. D. Bell, within the past two weeks, and others will be put in commission soon. The Westinhouse sets are giving very good results with distant stations, and, of course, the local stations are always got without difficulty.

Mr. M. E. Thornton, Superintendent of the C.P.R., Department of Colonization and Development, has transferred from Calgary to Winnipeg. Mr. Thornton has extensive farming interests near Nainburg.

Mr. and Mrs. W. H. Bradford, of Seattle, Wash., spent the New Year holidays with their son, Mr. W. H. Bradford, of the local post office staff.

Mr. Sid Hyde has the misfortune to slip on the cellar steps of his home on Xmas day, and sustained painful injuries, but is now making good progress towards recovery.

Mr. W. D. Spence, of Edmonton, is at present auditing the books of the Town of Strathmore, ex-Strathmore School District.

School re-opens after the holidays on January 2nd.

Hogmanay, as New Year's eve is called, was celebrated by local Scots in traditional manner, and first-footing was engaged in after the hour of midnight.

A finely illustrated and well-written booklet has been issued by the C.P.R. as a Xmas souvenir, describing the Bunnell campaign in Canada, operated by the Company in Canada. It makes good reading this cold weather.

BOWLING LEAGUE
Much enthusiasm is being shown in the bowling schedule now running at the Bath Bowling Alley.

The Coyotes, captained by Mark Crellin, at present head the list with an uninterrupted series of victories, and the other teams are pressing close behind.

Smilin' Charlie Says -



All of that bragging 'bout the fall of the leafers at 'till before the fall of the leafers they way up are but the young folks only being with, and one feels that they spent a very enjoyable and profitable hour after meeting them. Their friends wish them a very enjoyable holiday season.

Mr. Chas. Voss and Mr. Chas. of Calgary, were callers at the Shober ranch on Sunday.

At the annual meeting of the Hervey Local T.F.A. on December 26th it was voted to put on a drive for members, and see that every farmer, tributary to this district is enrolled. In Union there is strength. Re come on boys.

Mr. John Kent entertained about fifteen little kids on Thursday, December 27th. Games, eats, and fruits were the mainstay.

Carseland Notes

Christmas and New Year's feasting left bad effects on many of the folks in Carseland. Some of us may, in six months from now, wish we had spent our extravagance over a longer period.

Mrs. P. Vohlt and three children are spending the holiday season with relatives and friends in Oregon. Pete says he doesn't think of back-lashing.

The Christmas entertainment in the school house showed some real class in training—thanks to the untiring efforts of those who were in charge. It was clearly demonstrated that the Carseland school children can put on an entertainment quite on par with other schools.

All the children of the community received a fine large sack of candy and nuts, and everyone left feeling they had been well repaid for their time.

Red Dufford, wife and daughter are visiting friends and relatives near Minneapolis.

Mr. and Mrs. L. A. Phillips are spending two or three weeks with Mrs. Phillips' people at Lacombe.

The C.F.W.A. held its annual meeting at Mrs. G. C. Melody's last Thursday. New officers were elected as follows: Mrs. Jamieson, president; Mrs. P. H. Kruse, vice-president; Mrs. J. Nelson, secretary; Mrs. Gaylord, assistant secretary.

It is reported that E. Hansen is going to try living in the city a while this winter.

The snow on Christmas came as a welcome change after the long dusty spell immediately preceding.

Charlie Cote says the only thing the matter with his radio is that he can't separate the Sunday sermon from jazz fox trots.

Howard Bickel received a fine radio set for Christmas. They will soon be listening in on Chicago, Denver, Hong Kong, and South Africa.

C. A. Phillips says they burnt out the radio set on their car. It took an expert to replace it.

Freight cars have been coming pretty freely of late so most everyone has started to haul grain once more. Although the late cold spell has slowed up the hauling to some extent.

The vet, who examined C. A. Phillips' cattle, after eight of these had died, reported the cause to be hemorrhagic septicemia, commonly known as stockyard's fever. No more cattle have died since the examination. The vet, reported that the attack may cease as suddenly as it starts.

Several New Year watch parties were held in the neighborhood. No harmful effect has been reported.

The dance last Friday night was not as well attended as it might have been. The extreme cold kept many at home. The music was very good, but would have been more appreciated if they had given less time to promenade.

Chris Hansen is leaving for the east soon, with an empty trunk. Berta gathered up all the old shoes, and got the horse filled in working order, and have plenty of rice on hand.

It seems to be the fashion nowadays to estimate the harmlessness of something of this criticism is very destructive. It would be real interesting to see something constructive.

Born to Mr. and Mrs. Pat Donohue, at Calgary last night, a daughter.

Now that the holiday festivities are over, let us start the new year by resolving to make the social activities of the community the cleanest and very best possible.

A letter from Jim Nelson 14th of quite a Carseland community in some California with Sam Nelson, and family, Geo. Purney and family, Harry Lausson, and themselves as members.

The immigration department interpreter, who met the party of 85 coming to the United States from Canada, said that the number of folks who were represented in the party of new settlers was quite a number of folks. It is the group were Britons, Germans, Russians, Danes, Scandinavians, Poles, Hungarians, Poles, Swedes and Yugoslavians.

FOX'S STORE, STRATHMORE

Phone 28

It Pays To Pay Cash At Fox's

Phone 28

Strathmore Meat Market

A NICE BIG ROAST



ROAST

TELL US TO SEND ONE

for Sunday dinner. Make it a big one, for our meats are so choice that only a big one will have enough left to cut up cold.

Cott & Gardner

THE CASH BUTCHERS
Store Phone 40.

Residence Phone 20
F. A. Cott.

Residence Phone 10
R. W. Gardner

BUFFALO FOR NEW ZEALAND

The one time king of the Western Canadian plains will shortly be represented in New Zealand by three men and a herd of the Waimaitai herd, which are leaving shortly via the Canadian National for Vancouver, and thence to their destination in charge of the Canadian Government Merchant Marine.

RUSSIA WILL COME BACK
That Russia will come back shortly and mark the beginning of a trade revival in Europe by her return to the world's trade markets, is the opinion of W. J. Black, British superintendent of immigration for the Canadian National railways, as expressed on his visit to Winnipeg this week. The nucleus of the Russian civil service is practically the same as it was in the old days, Mr. Black said, and the various business organizations are not far behind as people are inclined to believe.

HARVESTERS GOOD SETTLERS
That the harvesters brought to Canada by the railways this year are a desirable type of immigrant, was the opinion expressed by Melvin Jones, of the Settlers' Settlement Board, in Toronto this week. Inspection through out the west had paid particular attention to this trip (this is the 1st to the work of the Britishers in the west, and in practically all cases had found the immigrants to be satisfactory to the farmer, as acceptable to the men.

SEES HIGH CATTLE PRICES
That Canadian cattle will command a high price in the old Country next spring, was the prediction of H. C. Mullins, before leaving Winnipeg a few days ago on a trip east. He bases his predictions on the flooded condition of the beef cattle market by the wholesale slaughter in Great Britain, which has caused a deflation in prices for the present, but means high prices for Canadian and meat next spring when the market will be clear of all beef cattle.

Hervey News

Mr. John Kent received a cable from his homeland on December 24th at London, as follows: "Arrived! This no doubt would mean a great deal to one, where their better half is across the sea."

Miss Dorothy Kent is home for the holidays.

Mr. H. Miyelshin, the Jap, left on December 8th for Japan, where he expects to leave his children to be educated. He and his wife expect to remain in Japan until late in March.

Measles H. and P. Kondak spent Christmas eve in Calgary.

Mr. Sim Meyers accompanied by Mr. Jack McLean were callers at the Tee Pee ranch on Christmas morning. Mr. Meyers made some very crooked trucks on returning, but wasn't otherwise than perfectly sober.

Mr. and Mrs. Robert Agar, of Thorne, are spending the holidays with their daughter, Mrs. Wm. Laycraft. Mr. and Mrs. Agar, in spite of their advancing years, are the kind that young folks enjoy being with, and one feels that they spent a very enjoyable and profitable hour after meeting them. Their friends wish them a very enjoyable holiday season.

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Long Distance Telephones
In every room.
Running Water
Private Baths.
When In Calgary Stay at the
YALE HOTEL
opposite C.P.R. Depot
CALGARY, ALBERTA
The House of Comfort, Courtesy, Cleanliness.
Fred R. Phillips, Mgr. Chas. Trautweiser, Prop.

ROCKYFORD NEWS

TO THE PEOPLE OF ROCKYFORD
AND DISTRICT
WE WISH A HAPPY AND PROSPEROUS 1924,
and thank you for the good business you have
given us in the past year.

Rockyford Drug & Confectionery Coy

SERVICE WILL BE OUR MOTTO
in the Future as in the Past.
WISHING YOU EVERY SUCCESS AND HAP-
PINESS IN THE COMING YEAR

F. W. GIBSON
Ford Dealer, Rockyford.

M. E. TIFFIN M.D.

Physician & Surgeon
Phone 32 Day and Night Service
Rockyford, Alberta

NURSE RUTH ELLIOTT

Rockyford Hospital
Rockyford
Phone 4

STEAMSHIP TICKET AGENCY

Tickets To All Parts
of the World.

AGENT FOR ALL STEAMSHIP
COMPANIES

Drop in and Let us Talk It Over
E. M. Wilson, Agent
Rockyford Station
Canadian National
Railways

New Lamp Burns 94 p.c. Air

Beats Electric and Gas

A new oil lamp that gives an amazingly brilliant, soft, white light, even better than gas or electricity, has been tested by the U. S. Government and 25 leading universities and found to be superior to 10 ordinary oil lamps. It burns without odor, smoke or noise—no pumping up, is simple, clean, safe. Burns 54 per cent. air and 46 per cent. common kerosene (kerosene). The inventor, J. C. Johnson, 575 McMeekin Ave., Winnipeg, is offering to send a lamp on 10 days' FREE trial, or even to give one FREE to the first user in each locality who will help him introduce it. Write him today for full particulars. Also ask him to explain how you can get the agency, and without experience or money make \$250 to \$500 per month.

29-114

Rockyford Locals

Mr. Gordie Fuller, 26, formerly of the Rockyford baseball team, arrived back from the East last Wednesday, and is now lined up with the hockey team. The boys have been busy getting ice on the rink last week and everything promises to be in good shape.

Our hockey team swung a surprise on Strathmore boys by defeating them 1-2 on Thursday evening. This puts the team off to a good start.

The ladies of the Community Association want to see a big turnout at the meeting to be held in the Masonic Hall on Monday evening, January 7th, for the discussion of erection of a Community Hall. Everybody is invited to come and air their views.

A very delightful party of young folks took place at the home of Mr. and Mrs. Langille on Wednesday, December 31st, when Mr. and Mrs. English entertained in honor of their son and daughter who are home for the holidays.

A big time was had by the young folks of the district at the Kaitiagans ranch on Christmas day. Everybody reported a good time, getting home in the wee small hours.

A daughter was born to Mr. and Mrs. Beichmair, of Beiseker, on Rockyford, Ontario, on December 24.

We regret to have to report the death of Miss Elizabeth A. Macdonald, of Tudor, which took place on Friday evening, the 28th. The cause of death was pneumonia. Services were held on Sunday at the home of H. C. Best, the internment being on Monday afternoon at Calgary. The late Miss Macdonald had been housekeeper for Mr. Best for the last ten years, and was well-known and respected throughout the district. Miss B. Macdonald, sister of the deceased arrived from Edmonton on Saturday morning.

The installation of officers of Rockyford Masonic Lodge took place on Thursday evening, being performed by R. W. Bro. John A. McDonald, of Carbon. Following the ceremony a banquet was held in the hall of the Union Church, at which the wives and families of the brethren were present and enjoyed a sumptuous repast of turkey and buffalo meat.

Bert Erswell has left for a week's holiday at his home in Edmonton.

Next Monday evening the new Village Council take office.

The management of the skating rink has been holding several committee meetings this past week, and we understand that everything is being done for the pleasure of the public.

The hockey club committee have held two meetings during the past week. At the first they decided to enlist as members of the Ath. Lettie Dalton, and other matters were discussed. The new uniforms have arrived and the boys look nifty in their purple and yellow.

Mr. and Mrs. Tom Bert entertained quite a number of bachelors of the town to a turkey dinner on Xmas day.

Fire Alarms At Rockyford

A little excitement was caused at Rockyford Garage on Sunday evening about 9 p.m. when a Ford car driven by Carlsson was being filled with gas. A spark from the exhaust caused a large blaze, but for the prompt action of Frank Gibson, would have caused the loss of the car. As it was the only damage was to the front of the car. First are becoming all the rage in Rockyford. On Friday evening a fire was in full swing at the office of C. A. Walden, when Phil Langevin caused on the stove, and after shouting for assistance which speedily came to hand in the form of a half dozen extinguishers and as many more men, the fire was got under control.

On Saturday evening, about 7:30, Jack Costello, of Rockyford, was lighting a fire at his home when a can of gasoline caught fire, and immediately the whole room was in flames. Prompt assistance with fire extinguishers enabled the fire to be brought under control, the only damage being to a few pieces of furniture in the room. Jack is now a busy rat on the hand while he repairs the window.

Mr. P. W. Gibbons, in the office of the "Volunteer," was of great assistance. Every one responding with great speed and willingness. Every extra hand is welcome to see that the fire extinguishers are in good repair and ready for action.

THE DRUMMELLER GAME

Rockyford's hockey rink was opened New Year's Day with a game between Drummeiller and Rockyford, resulting in a 1-2 win for the visitors. For the first two periods the play was fast and the teams were evenly matched, but lack of coordination on Rockyford in the last period. Art Southerland being away, weakened the forward line considerably, and left us without goals so that at our team had to go the full distance.

Rockyford team was as follows: forwards: L. Moore, Larry Glickman, Bill Currie; defence: Frank Curson and Buster Kennedy; goal: Gordon Fullerton.

BAINTREE NOTES

Mr. and Mrs. Fenton P. Smith left last week for the state of Washington, where they will spend the winter months. The going of the gentleman and his wife will be quite a loss to the social life of the community, and we sincerely trust their vacation will be full of pleasure.

An optimist is one who buys something from a Jew and expects to sell it to a Scotchman and make a profit.

Mr. and Mrs. P. E. Wynne were visitors to Calgary last week.

Ratepayers are requested to attend the annual meeting of the Baintree School District which will be held in the school house on January 5th, at 2 p.m. There is a large volume of business on hand, and a trustee will be elected in the place of T. Longbottom, whose term has expired.

In future when sending invitations to Leo Kinney, kindly make it Mr. and Mrs. The knot was tied in Calgary last Tuesday, and the many friends of the young couple wish them a long life full of happiness.

We would like to record all the parties given in the district last week, but the editor would kick on the space. How did we know you were entertaining? Why, what do you think we keep telephones for.

Mr. Short, of Calgary, was the guest of Mr. and Mrs. V. C. Chapman during the festive season.

Baintree Notes

Goodbye old 1923. If 1923 isn't any worse we won't kick any more at a dead mule.

The Xmas tree entertainment was held in the school house on Xmas eve before an audience that overran the capacity of the building. Everyone was in splendid humor, and the lounge program was carried out to a successful conclusion without a hitch. The local children put up one of the best shows of its kind that we have ever seen, and some of the numbers were very fine. The splendid talent displayed was not only a tribute to the teaching ability of Miss Wynne, but also to the aptness of her pupils, as well. The central Baintree Class distributing handsome presents to all the children, and the group was also treated with fruit and candies. The ladies of the district enjoyed lunch late in the evening, and dancing was indulged in until well on in Xmas morning. On the motion of the chairman, a vigorous vote of thanks was given to Miss Wynne and her pupils for the splendid manner in which everyone had been entertained. Coffee and cake taste very fine at midnight, but the next morning we are always reminded that the cost of high living is never cheap, even if we do get it for nothing.

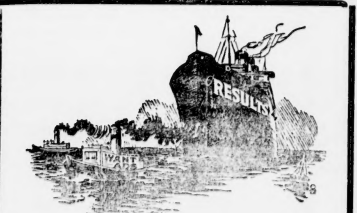
We have no bananas today, but oh, we have lots of movieballs on hand.

On Wednesday evening an illustrated lecture was given in the school house by the Rev. John Garden. Paintings by old masters, depicting the life of Christ were shown on the screen.

The losing team will provide the winners with a turkey supper. A hearty vote of thanks was given to Mr. F. P. Smith for the valuable services rendered as secretary-treasurer during the past year. Future meetings will be held on the 1st and 3rd Friday in each month; proceedings to begin at 8 p.m. If you are not a member of the organization come along and join us. This is your business and it is up to you to make it a fact or a failure. Forget your little grudge against individuals or the central office, and let all work together in harmony for the common cause, and remember the old adage: "United we stand, divided we fall." Let's all go.

P. A. McEllean was a visitor to Calgary on Xmas day.

Listen fellows, especially those that are interested in chickens! Tom, who was going to get married, went to his old man and asked him who should be



When Your Ship Comes In! USE THE WANT ADS

Many a career has been made through the Want-ads. Many an interesting story can be told, whereby the future has been cast through the use of a few words. This paper offers you that opportunity. Use the Want-ads consistently—for the best results. Just a few cents—and frequently the returns are many, many times the original investment.

THE FAMILY NEXT DOOR



Wife's Alibi Is Good



Standard News

Have you noticed the days are getting longer?

A macaroon dance was held in Mrs. Brunner's hall on December 25th. Most of the couples were masked, and the costumes being all very good, it was hard to decide which one was the best, but Mrs. Schlotter drew to represent a powder puff, carried away the first prize, while Don McEwen carried the first prize for music. The restaurant's prizes went to Arthur Alwood, who represented George Washington; and Hines Christensen, who made an excellent clown. Mrs. Nordquist kindly donated the prizes.

Miss Lyka Anderson and Mr. Jens Castner spent their Christmas holidays at home.

The school concert held in the basement of the church was largely attended. Many of the children have been absent from school due to colds, etc., and Mr. Correll deserved great credit for his success in the entertainment.

A good recommendation for the prosperity of the Standard district was the sale of horses and cattle held at the stockyards. They were brought from Brooks and auctioned off here at fairly good prices.

Mr. John Vert has left for his home in Portland, Oregon.

Mr. and Mrs. C. Larson celebrated their 11th anniversary on December 12th.

Nurse Iial is spending a few weeks in Calgary. Anyone wishing her may find her at 312 26th Ave. West, or phone 4225.

Mrs. J. P. Hansen and Misses Violet and Dora were visitors to Calgary.

Mr. C. Noble left for a two-week vacation.

A quiet, but pretty wedding was solemnized in the Danish Lutheran church on December 21st, at 2:30, when Esther, youngest daughter of Mr. and Mrs. Lavridsen was united in marriage to Mr. John Rasmussen. Miss Helen Lavridsen acted as bridesmaid, and the groom was supported by Mr. Elmer Rasmussen. After the ceremony the wedding party gathered in the home of the bride, where a dainty luncheon was served. The young couple are very well known in Strathmore and district, and we take this opportunity of wishing them the best of luck and every happiness in the future.

Rosebud News

People, and particularly the farmers, missed a rare treat by not attending the Servelystre District Assn. of the U.F.A. convention held at the Union Church here last Monday. Mr. Irvine, M.P., gave a most wonderful and entertaining address. Miss Kidd, provincial secretary and junior secretary, gave a fine talk, also Mr. Buckley, M.P., gave a sketch as to the work being done in Edmonton. He answered any questions asked. It is truly a shame how our own people show so little interest in a worth-while thing. The U.F.W.A. served lunch to more than a hundred people.

Mrs. Hyman entertained Tuesday evening in honor of Mrs. R. W. Brunner, who is leaving for the States this week.

Mrs. Geo. Gow entertained Thursday evening in honor of Mrs. R. W. Brunner and Mr. and Mrs. Hinton.

Mrs. H. C. Barry, son Hild, and Mrs. R. W. Brunner left for Pittsburgh, Pa. U.S.A., Tuesday evening. Mrs. Barry and Mrs. Brunner expect to stay a few months, but Hild intends to enter Hial school there.

The following were elected to edit Saturday in the U.F.A.: S. E. Nick, president; A. E. Vigar, vice-president; J. W. MacCallum, secretary-treasurer; Geo. Gow, director to district association.

Mrs. J. C. Patterson and Mrs. C. H. Comstock, as recruiting officers of the U.F.W.A., cordially invited all members of the U.F.A. and U.F.W.A., and families, to a whist party on Friday evening, December 21, at the Comstock ranch.

Mrs. Lulu Parker entertained the Comstock family Sunday.

Mr. and Mrs. Angus McLaughlin are rejoicing over the birth of a son at the Holy Cross hospital.

Mrs. Joseph MacLaughlin has gone to visit her son, "Willard Mack" in California for the winter.

A Happy New Year to All.

Master Niles Clark was painfully cut about the face, when the car he was driving turned over, pinning him beneath.

Rosebud U.F.A. put on a membership drive with excellent results.

Logan Gow is now in Los Angeles.

Robert Humberger and Raymond Walker have gone to California.

F. W. Shultz has gone to Eugene, Ore., for a short stay.

D. H. Comstock has rented a portion of the Hovey farm, near Rockyview, and is now residing there.

Geo. M. Anderson, Mrs. A. A. Anderson and Paul Anderson, have gone to their new home in West Liberty, Iowa, for the winter.

A dance was held in the C.X. school. Myers' orchestra furnishing the music.

Mr. and Mrs. Geo. Dewey have left for Chicago, Ill., to see their daughter, Nina, who is seriously ill.

Mrs. D. E. Forster were Calgary visitors.

Mr. D. W. Deweller and daughter have gone to Hastings, Neb.

Mr. Lester Shortcraft recently received word of his father's death in the States.

The poultry expert of the Department of Agriculture is in the district: culling flocks of hens.

L. W. Comstock made a hasty trip to Calgary last week.

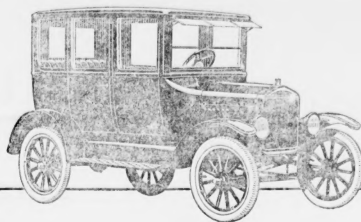
Rev. Dr. J. L. Ferguson gave a splendid sermon in the United Church Sunday evening.

Mrs. A. F. Thompson left for Seattle, Wash., where she expects to spend the winter.

The village is having another well drilled near Andy Murray's garage.

About thirty-five attended the whist party given by Mrs. J. C. Patterson and Mrs. C. H. Comstock. First prizes were won by R. W. Brunner and Georgia Kemp; booky prizes by Garret Patterson and Mrs. Summers. After lunch was served Mrs. Brunner presented Mrs. Comstock with a beautiful club bag from the U.F.W.A. in appreciation of her service as president for three years.

Mr. and Mrs. W. E. Hyman and sons, Walter Howard and Wilfred, left for Vancouver, B.C., and then on to the S. S. Empress of Canada down the west coast through the Panama Canal, and up to New York, returning home by the C.P.R. They may take a side trip to Nebraska on their way home. Their many friends wish them "bon voyage."



The New Fordor Sedan

In the New Fordor Sedan the well-known Ford sturdiness, dependability and economy have been combined with a degree of conveniences and refinement that makes this the most remarkable closed car value ever offered.

The front seat in this new model is of the full-width stationary type. Four doors are provided, affording easy access to front or rear from either side.

Upholstery and appointments are of a quality and completeness hitherto obtainable only in cars of much higher price. You are cordially invited to inspect this remarkable new car at the nearest Ford dealer's showroom.

New Ford Prices

Coupe, \$665 Fordor Sedan, \$595

Excelsior Sedan and Lighter Equipment Standard on these models.

Touring Car, \$445 Runabout, \$405 Truck, \$495

Excelsior Sedan and Lighter Equipment \$60.00 extra.

Prices f.o.b. Ford, Ontario. Government Taxes extra.

All Ford models may be obtained through the Ford Weekly Purchase Plan.

Ford
CARS · TRUCKS · TRACTORS

W. C. BROWN

FORD DEALER,

STRATHMORE

FORD MOTOR COMPANY OF CANADA, LIMITED, FORD, ONTARIO

Job Printing

The up-to-date Job Plant of the Standard is well equipped to handle any job of printing efficiently and at standard Western Canada prices. The excellent telephone service now in operation throughout the Western Bow Valley will put you in touch with us at any time. We make a specialty of quick service on rush orders.



CASTING BOX

which casts illustrations from mats.

TO OUR SUBSCRIBERS

The Standard does not pretend to compete with the city newspapers in general news. Our field is the news of the territory which our circulation covers, and general items which intimately concern our readers.

The home news is, after all, the most important news, because it affects you personally, and while every person should take an active interest in national and world affairs, at the same time if they take a real interest in the welfare of their own community they are in a position to do something practical to assist that community.

Our aim has always been to assist in the building up in the Western Bow Valley of a satisfied, healthy, happy, and prosperous community, as far as possible self contained, for the more of our own wants we supply within our own borders the better off we shall be.

Having installed additional machinery in the past few months, we are in a position to give better service than ever before to our readers and advertisers. Shortly after the new year we will commence publication of a cartoon, photo news, and comic strip service, got together by some of the best artists and news specialists on the continent. This will cost us money, but it will give you a better newspaper than before.

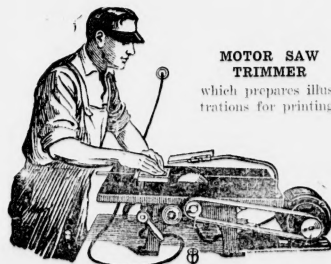
In an ideal newspaper the ads. as well as the news should be good reading matter. To assist our advertisers to make their ads. attractive we are supplying them with an illustration service, which, as you will have noticed, has been in operation during the present month.

At all times we welcome suggestions from our readers for the improvement of the Standard. We want you to look upon it as YOUR newspaper. A newspaper should be a co-operative venture, as between readers, advertisers, and publishers. We invite your co-operation.

Advertising

Advertising is one of the greatest creative forces in modern business. When properly done, it is of great benefit to both reader and advertiser, and the merchant who does not employ it is not serving his community as he should, or assisting his own business interests.

With a circulation, almost exclusively rural, of around 1100 copies per issue, the Standard offers the Bow Valley merchant a magnificent opportunity to keep the business at home that belongs there. Advertising rates are as low as is consistent with the service that is rendered. Rate card, giving full details, furnished on application.



MOTOR SAW TRIMMER

which prepares illustrations for printing.

STRATHMORE & BOW VALLEY STANDARD

Phones 17 and 68, Strathmore.

John Mackenzie, Editor and Proprietor

Irricana News

Mr. and Mrs. Lyman Fisher have left for the States where they propose to reside for some time.

Mcnamer Stout has purchased the one building formerly owned by the J. A. Smith Lumber Co., who successively operated a yard in Irricana's industrial zone. The Mcnamer will occupy the space formerly occupied by the Smith Lumber Co., and the building will be used for the storage of lumber, and the removal of the same from the yard. The building is now being converted into a more conspicuous place on the main street.

Mr. and Mrs. B. B. Wilson and Master Raymond Wilson have left on an extended trip to their old home in Arkell, Ontario. Mr. Wilson is in charge of Mr. Wilson's farms during Mr. Wilson's absence.

We regret to report the serious illness of Mr. Henry Rankin, an old-time farmer in the district. Mr. Rankin is in one of the Calgary hospitals and has just undergone a serious operation.

Mrs. H. L. Humes accompanied by her daughter, Mrs. Mary Hodgson, have left on a holiday excursion to Honolulu, where they will spend the balance of the winter months.

Miss Lois Chapman, teacher of the Junior high school, is enjoying a vacation at her people's home in Edmonton.

Mr. Danny Howell has returned from a business trip to Seattle, Wash.

Miss Margaret Archibald, private secretary to the Dean of Arts at the Alberta University, Edmonton, was on a three-day visit to her parents, Mr. and Mrs. Andrew Archibald, of Irricana.

Constable Naylor returned from a flying trip to Halifax, N.S., where Mr. Naylor was instructed to proceed to bring back a prisoner who was apprehended in Halifax by consulting an officer at Exshaw. Constable Naylor made the round trip in record time, and succeeded in returning with his prisoner without mishap.

Mrs. W. Vivernan was a charming hostess at a tea given in honor of the new bride, Mrs. Jack Turner. Among the invited guests were Mrs. W. Cate, Mrs. Silas Hesselgrave, Mrs. V. York, Mrs. W. Dennis, and Mrs. Wm. Elliott.

Mrs. Jack Crumwell has returned from the coast accompanied by Master Roy, who spent some time at the sea side recuperating his health.

Mr. Joe Oswald had the misfortune to have his car destroyed almost totally by fire through the explosion of an oil lantern. Mr. Oswald succeeded in extinguishing the blaze after a strenuous two hours battle. Mr. Oswald has invested in a new auto.

Mr. Fred Davis is spending the holidays with his daughter, Dorothy, in the city.

The Christmas tree was placed in keeping with the Christmas spirit, by our young Scotch minister, Mr. Wayne Smith, whose ministerial experience, coupled with his personal magnanimity and scholarly achievement, is so much appreciated and enjoyed by his congregation. The church was well filled and tastefully decorated by the local ladies aid, who appear to have the knack of successfully accomplishing whatever task they set their minds to complete.

Gordon Cadman, a rancher of the Carbon district, and one time resident of Irricana is spending the holidays at the farm of Mr. and Mrs. W. Ellett.

Here and There

Sixty per cent. of Hamilton's population own their own homes, a fact revealed by the figures of the 1921 assessment for the Ontario city, which, according to these figures, has 15,252 dwellings and 437 apartments.

The great flour movement over the wharves at Port William and Port Arthur this season is an unprecedented, according to reports of the Canadian Pacific Railway, which, by the end of October, had shipped 232,000 tons of flour to lower Lake ports.

Port Arthur's building permits for the ten months ending October showed a total of \$2,622,000, which is the highest building year in the history of this Ontario city, exceeding even the total for 1921, one of the real estate boom years.

Canada exported \$1,775,000 worth of cheese to various countries during the month of October, an increase of \$124,000, over the total value of cheese exported in October, 1921. The United Kingdom was by far the largest consumer, taking 245,000 cwt., valued at \$1,024,000.

According to an announcement of Hon. E. H. Armstrong, Premier of Nova Scotia and Minister of Mines, the coal production of his province for this year will reach at least 6,200,000 tons, an increase over last year's production of 4,600,000 tons. The outlook for 1924 is encouraging.

The Prince of Wales, unless interfered with by affairs of state, is expected to visit the west coast of Alberta, Saskatchewan and British Columbia, ending his tour in the month of March. His presence for this year will reach at least 6,200,000 tons, an increase over last year's production of 4,600,000 tons. The outlook for 1924 is encouraging.

For readers in the distant parts of Alberta, Saskatchewan and British Columbia, the news of the month from mail service, are now being sent to you by the Calgary Herald's radio broadcasting service.

The annual winter carnival at Banff, which is yearly becoming more popular and is attracting increasing enthusiasm from all parts of the continent, will be held on Friday, 29, 1924, while the Banff carnival season will take place February 1, 1925.

According to estimates made by the Rt. Rev. Dr. C. Dixon Lloyd, Bishop of Saskatchewan, that province has room for another episcopate north of Prince Albert and North Battleford. The bishop has just acquired a six weeks' tour of the limits of settlement in his diocese, covering 2,400 miles, and estimates that homes and jobs for 250,000 could be provided in the country referred to.

Mrs. Mary Hay made a flying shopping trip to the city, preparatory to the baw Scotch night, box 'na' way.

Mrs. Maud Kernick is spending vacation at the house of her brother, Frank. Miss Kernick is a member of the Drumheller teaching staff.

A Scotchman and a Jew presented themselves to the preacher and requested his assistance in prayer, which the generous parson promptly accorded to. The Jew prayed for money and left the church full of content. The Scotchman prayed for the Jews' advice.

The local member of the wheat pool in session Saturday elected Mr. Mel McNamee president, and Mr. C. C. Scotch secretary.

The officers of the U.F.A. for the coming year were all reappointed with the exception of the president. Mr. Paul Allen being nominated for the position.

Snow fell on Christmas day and added a real touch of seasonable weather. Up to that date, in the recollection of the oldest inhabitant in the district, we have experienced the mildest weather ever recorded.

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IN addition to the numerous new and improved styles, the successful and regular movement of trains during the winter months often depends upon the use of special equipment, the purpose of which is to remove snow and ice from the tracks, and from the direct sight of way. As a matter of fact, no railroad in Canada or in the northern parts of the United States could hope to operate without a complement of snow-fighting equipment.

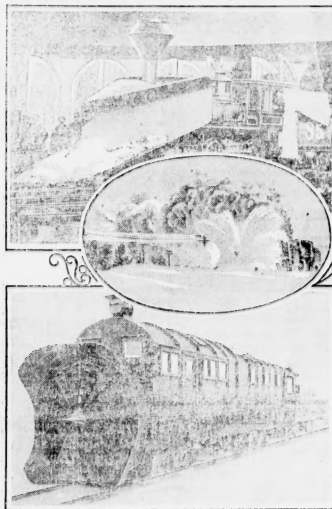
In a study of snow-fighting equipment it is interesting to note that its development is very largely due to Canadians and to Canadian railroads, although snow conditions in Canada are no more severe than those met with on main railways over the Rocky or Cascade Mountains in the United States, or through the border States. The principal types of snow-fighting equipment may be generally classified as engine and plow, and engine and plow, which are attached to the engine front or mid, push plows, self-contained units mounted on trucks and pushed by a locomotive, wing plows, spreader plows, machine plows which include the rotary machine, flangers, ice cutters and snow scrapers.

As far as can be ascertained, the first snow plow over built was of the push plow type. As this plow developed frequently, an endeavor was made to take advantage of the weight of the locomotive, and thus the engine plow was evolved.

The present rotary plow and on roads, which have to fight deep drifts, snow slides or other conditions beyond the capacity of push plows, is the most effective instrument that has been developed for that purpose. These plows can work their way through deep cuts and slides where it would be impossible for any other type of plow to lift the snow and, in addition, can throw the snow clear of the track. Seen in action, these plows present a rather picturesque appearance when viewed from the front. The rotary plow, as now used, is a development of a revolving snow shovel, patented in 1905 by Mr. A. W. Elliott, a resident of Toronto, Ont. This elementary device was modified by George Jull, of Orangeville, Ontario, and the full rotary was taken up by the Pacific Railway, also of Orangeville, who constructed a full-sized model which was tried out in the Parkdale yards of the Canadian Pacific in 1904. The success of this trial led the Lewis-Brooks to have made for them a complete plow which was tried up by the Union Pacific Railroad during the winter of 1906-07. This plow was the forerunner of the modern rotary.

For many years the Canadian Pacific Railway has constructed its plows of steel. It was the first railway to build and use an all-steel plow, and the service given by this type has been much extensive for the all-year communication between eastern and western Canada, the heavy snow falls experienced at times, particularly in Ontario and through the Rockies, being now so important to traffic.

Fighting the Storm.



Advancement of the first rotary plow. — Below: A push plow in action. — Above: A close-up of the Canadian Pacific rotary plow.

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